

# Contents?introduction project provides the tourists with learning

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IntroductionFor assessing the impact of different environmental forces on organization, foremost tool used by the management to evaluate the brunt is Market Analysis. This facilitates to reduce the risks which result from peripheral environment of the organization. As a result, organization can even out its revenue and performance and protect itself from off-putting distress which results from environmental factors. In the vibrant working environment of today's world, a deep analysis of external factors is crucial for every industry irrespective of the nature of business. This report undertakes a detailed deliberation of Environmental Analysis of Eden Project. The report offers a concise synopsis of the project and its focal point is on sustainability efforts of the organization. Also a PEST analysis is conceded on the organization to find out the effects of political, economic, social and legal factors on the organizationOverview of the ventureEden project is a key tourist appeal in Cornwall. For the purpose of providing edutainment to its visitors, this project was commenced in 2001.

The project is positioned at a clay pit which was converted into a thriving garden. The project provides the tourists with learning experience by providing them with natural environment of rainforests. The project comprises of several biomes consisting of recreated environments. The recreation of several environments facilitates the plants of various environments to survive in those biomes.

The purpose of project is to educate the visitors about these plants and helps them in understanding the significance of these plants. In addition, the local environment is also build up by the project. The pleasant appearance of the place is a result of the surroundings created in the area. The Humid Tropics Biome is the world's largest conservatory. The biome is a habitat for more than 2000 species of plants. These plants are cautiously selected from the tropical environment.

These species include fruiting plants as well. The environment of the biomes is controlled and the air is reserved between temperatures of 18-35 degrees. The biome also has a waterfall and a humidity system that controls the humidity so that it is in line with the necessities of the species selected for the biome. There is an additional biome called the western temperate biome. This biome consists of the species that breed in the semi drought circumstances. These plants stay alive in the Mediterranean basin. Similar to the previous biome, this biome also has controlled temperature and humidity.

The climate conditions of the vicinity are recreated in the biome with hot and dry summers and an infertile soil. This is harmonized by irregular rainfall. The conception of this type of weather as well as the presence of a extensive variety of species makes this project a tourist pull. Visitors from all over the world head towards the locale to experience the environments of various parts of the world in one area. The visitors are also associated to the overall environment of the world by various experimental ways. Therefore, in terms of experiences, smells and sights, the area has a lot to offer to the tourists.

**Sustainability Efforts**The scheme has taken a number of steps to make certain that its hard work is sustainable and the project continues to thrive.

Primarily, the project itself is an environmental core and works for the sustainability of the world. The project serves as a platform for the people to learn the environment of various parts of the world and recognize the impact of their activities on the environment. This helps them understand the steps that can be taken into account regarding improvement and the sustainability of the planet (Eden Project, 2013). In addition to that, the project has made quite a lot of commitment with educational establishments in order to make sure that students are sentient of the notion of this environment center. The project has worked in introduction of many courses in the curriculum and disciplines to teach the students about the sustainability. Thus, the project is working on educating the people about the sustainability of the planet ( Eden Project, 2013). Moreover, the project has also developed ties with many businesses as well. The project has developed ties with companies such as Panasonic, AkzoNobel and other renowned businesses and conducted workshops as well for brining the awareness about the centre.

These help the organization in instilling the significance of sustainability in the employees. The workshops and connections also help the organization in ensuring that the business continues to remain sustainable (Eden Project, 2013). On the other hand, the project also uses its resources in an well-organized manner to ensure that the business may continue sustainably in the future. The organization especially coaches its employees to ensure that they carry out business activities sustainably. In order to make certain that

the employees work sustainably, the company also trains its employees regarding the sustainability of the organization (Eden Project, 2013).

Furthermore, in order to lessen the environmental impact of the project, the organization uses environmental friendly activities to manage the biomes. Beneficial insects are used instead of pesticides to make sure that the company does not draw off harmful sewerage. In addition, the company has also taken steps to reduce the water usage as well. Knowing that water is a scarce resource, the project is using its resources efficiently.

Despite increasing size, the company has reduced its overall water usage as shown in the following table (Eden Project, 2013): From 2007-08 to 2012-13 the company has minimized its water usage manifestly. This is one of the most important sustainability efforts made by the organization (Eden Project, 2013). PEST Analysis Political Factors: Business of a country is significantly impacted by the political conditions in that country.

This is because the political conditions are a part of the macro environment of the organization. The company will find it feasible to commence operations in countries with stable political conditions and where the regimes do not change frequently. This is because the company will have stable conditions that are easy to model and work with (Wheelen and Hunger, 2017). The political conditions of UK are stable and the company can easily work without changing governments and resulting changes in policies. The company receives support from the current government as it aims to improve the state of tourism in the country. This initiative also shows the

government inclination to provide the project with lenient conditions by providing them with funds and marketing of the tourism sites.

Therefore, the project faces suitable conditions in this case (DCMS, 2015). However, the recent event of Brexit has given rise to certain issues for the company. Brexit was executed in 2013 but it still continues to affect the country and its economic performance. The rules of Brexit made cross border trade thorny for the country. Therefore, it affected the tourism of the country as well. Although the event was a few years ago, certain rulings have not been implemented yet. This leads to puzzlement in both the local and international tourists. This is because the statutes affect the country's economic performance and thus make the services expensive or cheaper.

As a result, Brexit continues to affect the country and the company (Tourism Alliance, 2017). Furthermore, the political conditions are deteriorating with the recent referendum in Spain as well. UK receives tourists from Spain as well. With the political instability in the region, the country can expect to receive a negative hit which result in terms of lost visitors. In addition, similar can be stated about the political conditions of USA. Therefore, international political conditions as well as Brexit may have a negative impact on the project.

However, the project enjoys support from the government (Giné, 2017).  
Economic Factors: Economic factors are one of the most powerful aspects influencing any business, its operations and the accomplishment of its premeditated objectives. Common economic factors consist of important

economic magnitude, such as interest rates, economic growth, Gross Domestic Product (GDP), inflation or exchange rates that exist in any region, industry or market. (Wheelen and Hunger, 2017). The functions and growth of an organization are greatly impacted by the economic background around it. For example, interest rate, which is one of the most important economic factors, directly affects the cost of capital of an organization, thus influencing its growth and development.

Similarly, exchange rates have considerable impact upon imports and exports of a company (Wheelen and Hunger, 2017). There is a sequence of economic factors which sustains the growth of the tourism industry in the United Kingdom (UK). Fore mostly, the demand for tourism is rising considerably with the passage of time. This is clearly demonstrated by the fact that the tourism industry put in to 3 percent of the global GDP in the year 2016. It is forecasted that the demand is expected to grow up in the years to come. Considering UK only, the tourism industry had net revenue of 127. 4 billion pounds sterling in 2015, which clearly shows the opportunities for tourism in the country. Moreover, UK is ranked eighth in the global list of regions which entertain the largest number of tourists (Tourism Alliance, 2017).

However, all economic factors do not have positive impact. Tax rate in the country, for instance, is 20 percent on tourism activities (highest in all of Europe). In addition to that, the macroeconomic performance of the country has suffered a reduction due to the Brexit incident, making the economic situation much less welcoming (Tourism Alliance, 2017).

**Social Factors:** The social landscape in which an organization operates has several impacts upon its performance, processes and success or failure.

Social factors are significant to the characteristics of the population which is targeted by the organization. Moreover, the population provides workforce for the organization, hence impacting its performance and operational costs directly.

A wide variety of social factors influence businesses, including, but not limited to following: Population growth rates Age distribution Cultural norms and beliefs Standards of living Trends and values Careers and activities (Wheelen and Hunger, 2017) In considering the tourism market of the United Kingdom, several social factors persuade the growth of tourism firms and projects in a affirmative way. The most important role in this view is played by the beliefs, values and awareness of people. Social awareness and people's concerns regarding the environment and its protection have amplified immensely in the past few years. This entail that the project and its site are major attractions for the local, as well as international population since they are quite concerned about the environment (Royal Commission of Environmental Pollution, 2011). Interactions between locals and tourists are a great way of exchanging the knowledge and adding up to the experiences of both parties. As a result of these interactions the social awareness of the visitors and workers can be increased, thereby benefitting all involved parties.

(Royal Commission of Environmental Pollution, 2011). Although the increasing environmental concern among the local and international



population improves the social environment, it has downbeat impacts as well. This is attributable to the fact that if people are more apprehensive about the environment, they will be interested in cutting down tourism activities which create threats to the environment. (Office for National Statistics, 2015). Technological Factors: Technology plays an important role in promoting of a business. This is because in today's world, the companies depend a lot on the technology to run their businesses and daily activities.

This is the very reason why companies spend heavily in the technology to perk up their performance. In the same manner, the Eden project is also affected by the technological advancements in the country (Bojnec and Kribel, 2004). The organization enjoys great positive conditions concerning technology since the country has good technological infrastructure.

Therefore, the necessary innovation and support that the project requires is readily available in the country. It is because of this technical support that the organization was able to progress its systems and its functions as well.

As mentioned above, the company has enhanced the water system and has conceded out researches to make its self more sustainable. This affirms that the organization was exposed to good technological conditions and infrastructure. Furthermore, the business ties made by the firm, as mentioned earlier, also provided the company with good technological alliances (Christian, 2015). The changing technology has led to the revolution of ways in which tourism worked. This is because the use of mobile technology has led to changes in the way people use to plan their travels or vacations.

As per the study conducted by Christian (2015), 76 percent of the users prefer mobile applications to reserve their tours. Therefore, the transformation of the industry practices and the ways in which people used to book their travel plans has made the technological advancement important. For Eden project, the company can use the technological advancements in the country to stimulate its own budget to a more supply organization. The company can make a mobile application for itself and provide the visitors with enhanced information about the vicinity. In addition, the company can work with other traveling websites such as expedia and trip advisor. Using this technology the company can enhance its value and improve its performance (Christian, 2015). Lastly, the technological outbreak has also made the companies move to cloud computing and storage.

This is another bit of infrastructure that can help Eden project. The project can base its data and other managerial resources on the cloud for making it easily accessible throughout the globe. In addition, the existence of this technology can also help the organization in incorporating with other companies throughout the globe to develop data access and real time updates of the information (Bearne, 2016). Conclusion Eden project is one of the chief tourist appeals in UK. The area attracts the people due to the presence of diverse ecology the people can experience in it. There are numerous climates recreated in this conservatory. The project has taken several steps to make its self more sustainable.

In addition, the project also assists in making the planet more sustainable. The foremost external forces affecting the project are discussed in the report

above. The project derives major benefits and is also affected negatively by diverse factors.